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TRAVEL ALBERTA
ANNUAL REVIEW
1973-1974

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TRAVEL ALBERTA

A N N U A L R E V I E W

1973-1974

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It is a pleasure to submit to you this second Annual Review. The last year was a productive one at Travel Alberta and I look forward to more productive years for the tourism industry in Alberta.

Tourism generated \$467,946,200 in revenue during 1973/74, a 16 per cent increase over the previous year. During that period, 6.1 million persons travelled throughout Alberta, a 9.1 per cent increase over the last fiscal period.

Travel Alberta strives to encourage Albertans and visitors to travel throughout Alberta in search of recreational opportunities, relaxation and a better understanding of Alberta's historical, cultural and physical features. An extensive in-Alberta campaign was initiated during this period with a "Let's Do It - Travel Alberta" theme. The results were most encouraging, therefore, it is anticipated that in future a major portion of Travel Alberta's advertising budget will concern itself with in-Alberta promotion.

Increased co-operation with the private sector was the highlight of 1973/74. Travel Alberta implemented the Travel Alberta Zone Assistance Program, a program designed to assist the private sector and encourage the involvement of citizens in the travel industry in Alberta. Last year, Travel Alberta contributed \$217,000 to the fourteen zones in which valuable projects were developed.

1973/74 also saw the beginning of a research staff at Travel Alberta with the hiring of a research officer. Travel Alberta was now prepared to offer pertinent data and analysis of the industry in Alberta.

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Increased consulting services were extended to the Alberta Opportunity Company and to the Department of Indian Affairs. One of the most vital contributions to the outside agencies was Travel Alberta's contribution to the public hearings on Land Use and Resource Development in the eastern slopes of the Alberta Rockies.

An awareness of education in the tourism industry was also recognized by the department and a proposal in education for the tourism/hospitality industry in Alberta began.

Travel Alberta is pleased with the direction adapted by the government. Guidance and increased assistance is required for the tourism industry in Alberta and the improvement of standards, services and facilities will be an on-going interest and activity of Travel Alberta. A prominent responsibility of the travel industry will be the development of programs to generate an increasing demand for travel to and within Alberta in the spring, fall and winter seasons as well as in the summer months.

Total expenditures during 1973/74 amounted to \$1,858,574.00. Five distinct programs were carried out, including advertising, printing, grants, general operations and manpower. (see chart 1, page 15)

T.A.Z.A.P.

One of the major administrative highlights during 1973/74 was the implementation of a new financial assistance program - T.A.Z.A.P. (Travel Alberta Zone Assistance Program) funded through T.I.A.L.T.A. to the fourteen zones within the province. During the first year of operation, \$217,000 was distributed to the zones.

The purpose of the Zone Assistance Program was to compliment Travel Alberta in its continuing vacation and personal travel to and within Alberta. The overall intention was to encourage as much involvement by citizens of Alberta in the Travel Industry in order that they promote tourism by extending hospitality, friendliness and information on a personal basis. The program was also meant to encourage the expenditure of local funds, primarily from private enterprise sources.

Varying amounts were distributed to the fourteen zones through a Review Board established by Travel Alberta and the Travel Industry Association of Alberta.

One of the prime conditions for financial allocation to each of the zones was for the purpose of promotion in the development of tourism for the off-season or shoulder months of the summer period.

During this year, administration also accepted the additional responsibility of co-ordinating the newly formed Consumer Affairs Department.

Thirty-nine persons were employed by Travel Alberta during the year with 48.8 per cent of the group in Information Services. Of this number, there were eighteen new employees in the department with two positions re-classified during the year.

Staff development programs and training courses were offered to three employees - averaging ten training days for Travel Alberta employees. The Management Performance Appraisal System was implemented by the office and its first year of operation was anxiously anticipated.

The administration office also administered the financial activities of the Alberta R.C.M.P. Celebrations Committee. Although the summer of 1974 was the highlight year for the Centennial Celebrations, 1973 demanded attention considering that \$3.5 million was invested in the celebrations over a three year period. The Honorable R. W. Dowling, Minister Responsible for Tourism chaired the commission celebrations along with other Ministers

In December 1973, Travel Alberta relocated its administrative office to a new location at Edmonton's newest development - The Boardwalk, an office and shopping mall complex located in downtown Edmonton.

With the establishment of Administration, Planning and Development and Marketing offices in the Boardwalk, Information Services retained the former office space dividing Travel Alberta into two locations.

The Information Services Branch, responsible for the operation and maintenance of the literature delivery system at Travel Alberta, responded to 99,141 enquiries during 1973/74 prompted by Marketing Consultant's attendance at travel shows, conventions as well as general correspondence. A major portion of the enquiries were generated by advertising in eighteen major periodicals during that same period.

The branch also maintains and staffs the Information Centers located throughout the province as well as retaining a staff of seven counsellors to answer enquiries. An inspection service for accommodation in Alberta is another function of the division.

Travel Alberta's reference section initiated a monthly newsletter - Travel Alberta Talk (T.A.T.) during 1973. The publication is distributed to the Alberta travel industry, Zones, the Canadian Government Office of Tourism, provincial travel bureaus, the Alberta daily newspapers and other media. Monthly circulation is approximately 1,000.

The library staff at Travel Alberta also developed and delivered a regular series of editorial material directed to newspapers and travel editors desiring editorial material. During 1973/74, over 1,300 editorials were distributed to various publications in Canada and the United States.

Distribution Center

During this period, 2,666,000 pieces of Travel Alberta literature were distributed. The literature package consisted of eight publications - 60% were distributed in Alberta by means of the Travel Information Centers and travel counsellors; 15% went out-of-province and 15% to the United States.

In the accommodation inspection office, two accommodation inspectors were responsible for inspecting 664 motels and hotels and 123 campgrounds and trailer parks during 1973.

Travel Information Centers

The major summer program at Travel Alberta is the Travel Information Center program. The objective of the program is to provide the travelling public, residents and non-residents, with specific information and counselling pertaining to Alberta's travel and visitor amenities. This program is designed to increase and sustain travel within the province. Each summer, the Travel Information Centers are staffed by university and technical college students. Beginning on the Victoria Day weekend, the summer counsellors travel to one of twelve centers located on border crossings and other prominent tourist routes in the province. During the summer of 1974, 106,500 visiting parties entered the centers.

Following the summer tourist flow, an informal travel characteristic study was administered through the Information Services office. The purpose of the study was to evaluate the value of counsellor service and to determine the number of people who visited following receipt of a travel information package.

Of the 20,000 enquiries sent out, the survey showed that 78.4 per cent of the 22 per cent who returned their survey had visited the province.

Travel Alberta Literature Distribution by Month

April 1/1973 to March 31/1974

April '74	19,661
May '74	16,207
June '74	7,825
July '74	10,299
Aug. '74	6,889
Sept. '74	5,796
Oct. '74	4,946
Nov. '74	4,952
Dec. '74	1,946
Jan. '75	3,887
Feb. '75	9,190
Mar. '75	<u>6,340</u>
TOTAL	<u>97,938</u>

Early in 1973, Planning and Development added a Research Assistant to the staff with responsibility for establishing a Travel Alberta Marketing and Research Library, and in co-operation with the Economic Analysis Division of the Department of Industry and Commerce, to provide up-to-date tourism statistics for the use of other government departments and private industry.

Consulting service was provided to the Alberta Opportunity Company as well as to the Department of Indian Affairs for recreation and tourism proposals and projects. The Planning and Development Branch was designated as the Provincial Advisory Committee responsible for advertising of the 1975 Canada Winter Games. The branch also attended all the public hearings on land use and resource development in the Eastern Slopes of the Alberta Rockies, as these major development proposals related to commercial tourism projects.

This branch was also responsible for the development of a proposal in education for the tourism/hospitality industry. Through the proposal, four research projects were initiated with a final proposal to set up a Provincial Advisory Committee.

Within the time frame, some completed projects included: a brief inventory of tourism/hospitality programs and courses; identification of tourism industry personnel; identification of industry components and some degree of research gathered for a study on employment characteristics.

With the research completed, a draft of the terms of reference for the establishment of a Provincial Tourism Hospitality Consultative Committee for the Tourism/Hospitality Industry was established to investigate the manpower and training requirements of the tourism/hospitality industry.

plans were also made to begin a training program for summer Travel Information Center counsellors. The proposal included a three-day training session in the areas of value and impact for tourism with the hospitality information required for counselling the travelling public.

Planning and Development attempted to clarify the tourism industry into areas which were of immediate concern. The major sectors identified were the Accommodation Sector, the Dining Services Sector, the Transportation Sector, the Travel/Trade Sector, the Outdoor Resources and Recreational Facilities Sector, the Events and Attractions Sector and the Tourism Related Training Sector.

Upon identification of the sectors, a brief inventory of programs offered through Alberta educational institutions was established in the areas of Travel/Tourism, Food Preparation (Dietetics, Nutrition and Technology), Food (Service and Waiter/Waitress), Hotel, Motel, Resort, Restaurant Administration Management and also Recreation.

The majority of the above programs were offered by industry associations. As well, programs and courses were offered through apprenticeship training and Canada Manpower.

For the first time, through inventory, Travel Alberta identified tourism personnel and outlined a contact list of individuals in the area of education, government and industry who were concerned with the manpower and training areas.

A detailed and in-depth questionnaire was developed to determine employment characteristics in the tourism/hospitality industry.

However, this proved to be a little premature so it was decided to delay such an in-depth study till a later date.

MARKETING

Significant expansion occurred in the Marketing Branch during 1973/74. New programs were implemented and a more sophisticated marketing approach was initiated by the marketing branch.

Marketing Consultants were now in market areas soliciting business while attending trade shows, seminars and calling on package wholesalers and the travel agents and airlines. An on-going program of familiarization and educational tours also was an integral part of the marketing plan and considerable emphasis was placed on co-operative programs with the Travel Industry Association of Alberta and the Canadian Government Office of Tourism.

Three of the more significant programs conducted by the branch include:

Familiarization/Educational Tours

As a continuing program, Travel Alberta's Marketing Consultants escorted 275 travel agents throughout Alberta during 1973/74. The Marketing Consultants co-operated with the Canadian Government Office of Tourism, CP Air, Air Canada, Western Airlines, Brewster Transport, major hotels and the zones and operated ten familiarization/educational tours comprised of travel agents from the United Kingdom, Europe, south-western U.S., eastern U.S., southeastern U.S., Latin America, eastern Canada and Japan.

In addition, a familiarization/education tour solely sponsored by Travel Alberta was conducted for travel agents from the Orient and south-east Asia.

The itineraries were planned so that the agents were given exposure to all areas of the province selling the shoulder seasons - May/June, September/October, de-emphasizing the summer months.

Visit Canada Program

Similar to the familiarization/educational tours, the Visit Canada program brought writers, photographers and travel editors to the province in co-operation with the Canadian Government Office of Tourism, the carriers and hotel properties.

Included in the Visit Canada program during 1973 was a visitation from ten German newsmen as well as a visit by editors of three Japanese tourist publications. American and Eastern Canadian travel writers also researched material and photographed areas of Alberta on independent itineraries.

Ski Programs

Three major airlines into Alberta - Air Canada, CP Air and Western Airlines, packaged Alberta ski tours during 1973/74 known as "Skifari", "Ski Canada West" and "Ski Alberta's Rockies". The three brought more skiers into Alberta from eastern Canada, the eastern U.S. and the southwest U.S. markets than ever before.

One of the more significant co-operative ski programs was "Skifari" whereby Travel Alberta co-operated with Air Canada in providing financial assistance to promote the western slopes as Air Canada's major ski destination.

While the airlines were promoting skiing in Alberta, Travel Alberta's Marketing Consultants were in the market attending ski seminars and ski shows in the eastern, northern, central and southwestern U.S., as well as consulting with wholesalers in the U.S. encouraging ski business in the province. Ski operators in Alberta also participated with Travel Alberta at shows in Vancouver and Seattle.

Travel Alberta's award winning film, Ski Alberta, was the main promotion tool at the shows and seminars. The film produced in the winter of 1973, received reviews in Canadian Government Offices of Tourism throughout the U.S. and Canada, as well as in Alberta.

Other Achievements

Several other achievements were made by the newly formed Marketing Branch. In the Los Angeles area, CP Hotels, CN Hotels and the cities of Edmonton and Calgary hosted a series of travel agents and staff breakfast/seminars in conjunction for the Hughes Air West inaugural flight into Alberta. Training sessions were also conducted for reservations and outside sales forces in offices in the Los Angeles area.

Travel Shows also highlighted the year. Travel Alberta participated with the Travel Industry Association of Alberta in nine shows meeting approximately 75,000 prospective visitors from January to April in major centers throughout the U.S. and Canada.

While at the Travel shows, the Marketing Consultants also visited travel agencies, auto clubs, and the media, soliciting Alberta business, making informative presentations and obtaining publicity through the media.

Media contact was also a priority of the Marketing Branch. During the summer of 1973, CBC Radio in co-operation with Travel Alberta's Marketing Branch, produced "Saturday West", a program designed to publicize weekend events on a province-wide basis. The marketing staff was also involved in the production of ten half-hour television programs called "Weekend Alberta", which appeared on CFRN - TV.

In order to supplement the marketing program, an extensive advertising program was implemented for Travel Alberta.

The major objective of the program was to entice as well as encourage the visitor to Alberta to spend as much time as possible in the province. Within Canada, consideration was given to a national demand approach and on a regional or local market, emphasis was placed in British Columbia, Ontario, Quebec with some extensions into Manitoba, Saskatchewan and the Maritime Provinces.

A two-phase in-Alberta campaign was designed to encourage more travel and vacationing in the Province of Alberta with a winter fun radio campaign highlighting events during the winter months.

Within the U.S. market area, a heavy emphasis was based on our major publications. In the mid-west, a media campaign was supplemented through direct mail and displays in travel agent locations and recreation shows (ski shows, boat shows and Sportsmen's shows). The north-eastern U.S. was also covered in a similar way.

In Japan and Europe, the main advertising effort was through co-operative programs with the major carriers and the Canadian Government Travel Bureaus in Germany, France and Great Britain.

The major objective of the Canadian National Media Program was to reach the potential traveller, particularly the over \$10,000 family income level. Frequency of coverage in primary markets during the March/April period with a secondary campaign in the August/September period, was the major time frame of the campaign. Family publications, professional journals and newspapers were used in this campaign.

The 99,000 personal enquiries received through Information Services identify the results of that campaign.

<u>BUDGET</u>	<u>1972/1973</u>	<u>1973/1974</u>
Advertising	\$ 250,000	\$ 380,000
Printing	290,000	400,000
Grants	230,000	340,000
General Operating	190,000	420,000
Manpower	130,000	420,000

COMPARISON SCALE 1972/1973 - _____ 1973/1974 - - - - -

CHART 1



